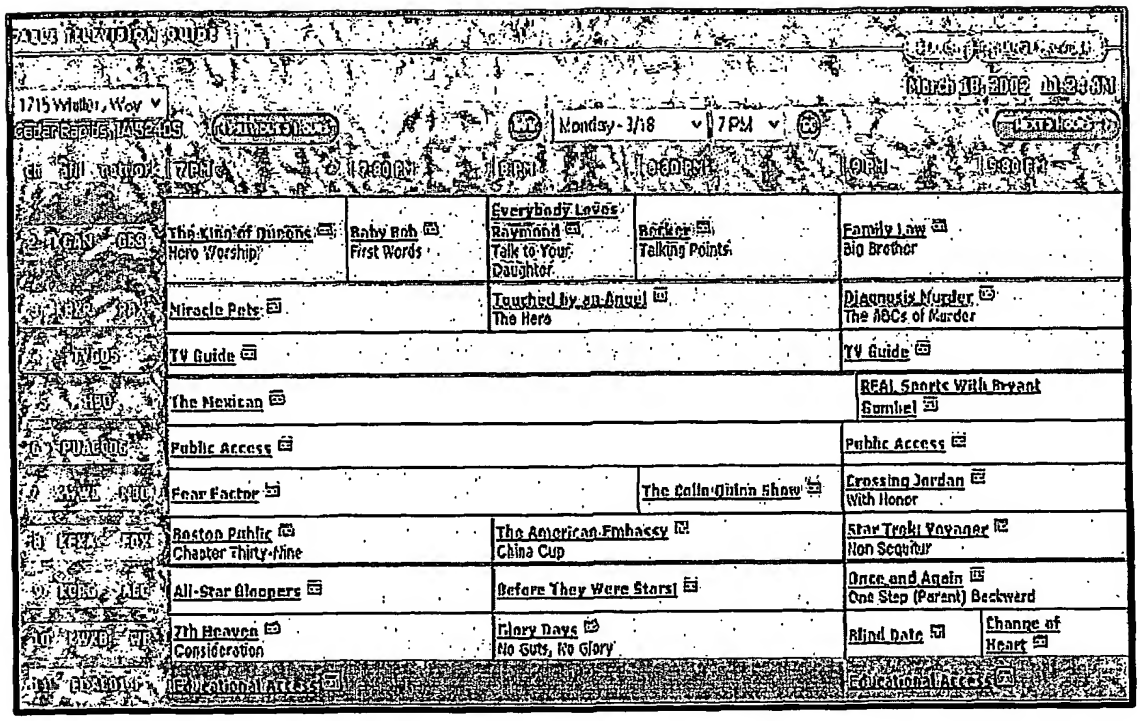


**FIG. 1**

**(Prior Art)**

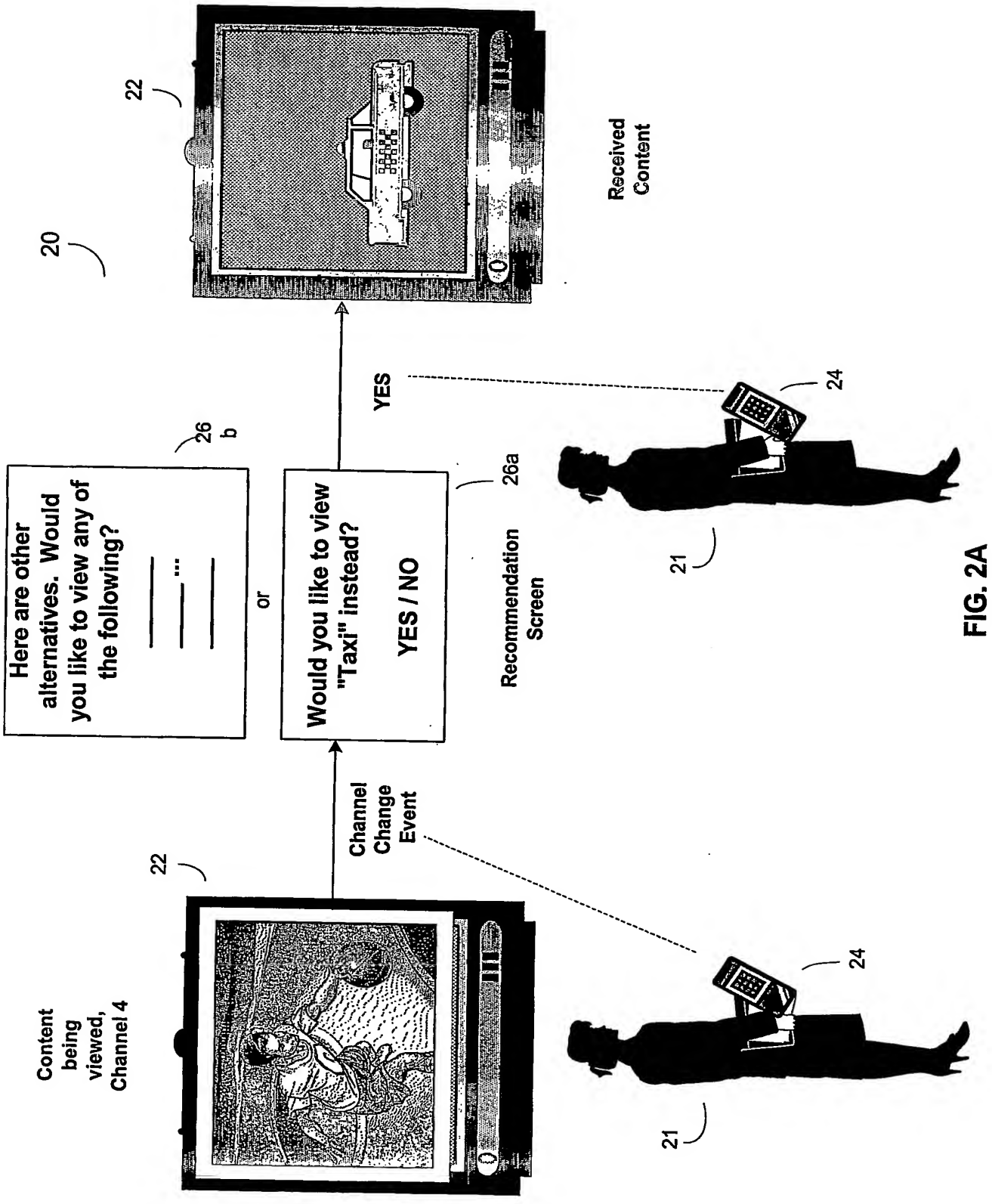
Content being viewed, Channel 4
22
Channel Change Event
Would you like to view "Taxi" instead?
YES / NO
Recommendation Screen
26a
or
Here are other alternatives. Would you like to view any of the following?
26 b
YES
Received Content
20
22
21
24
21
24

FIG. 2A

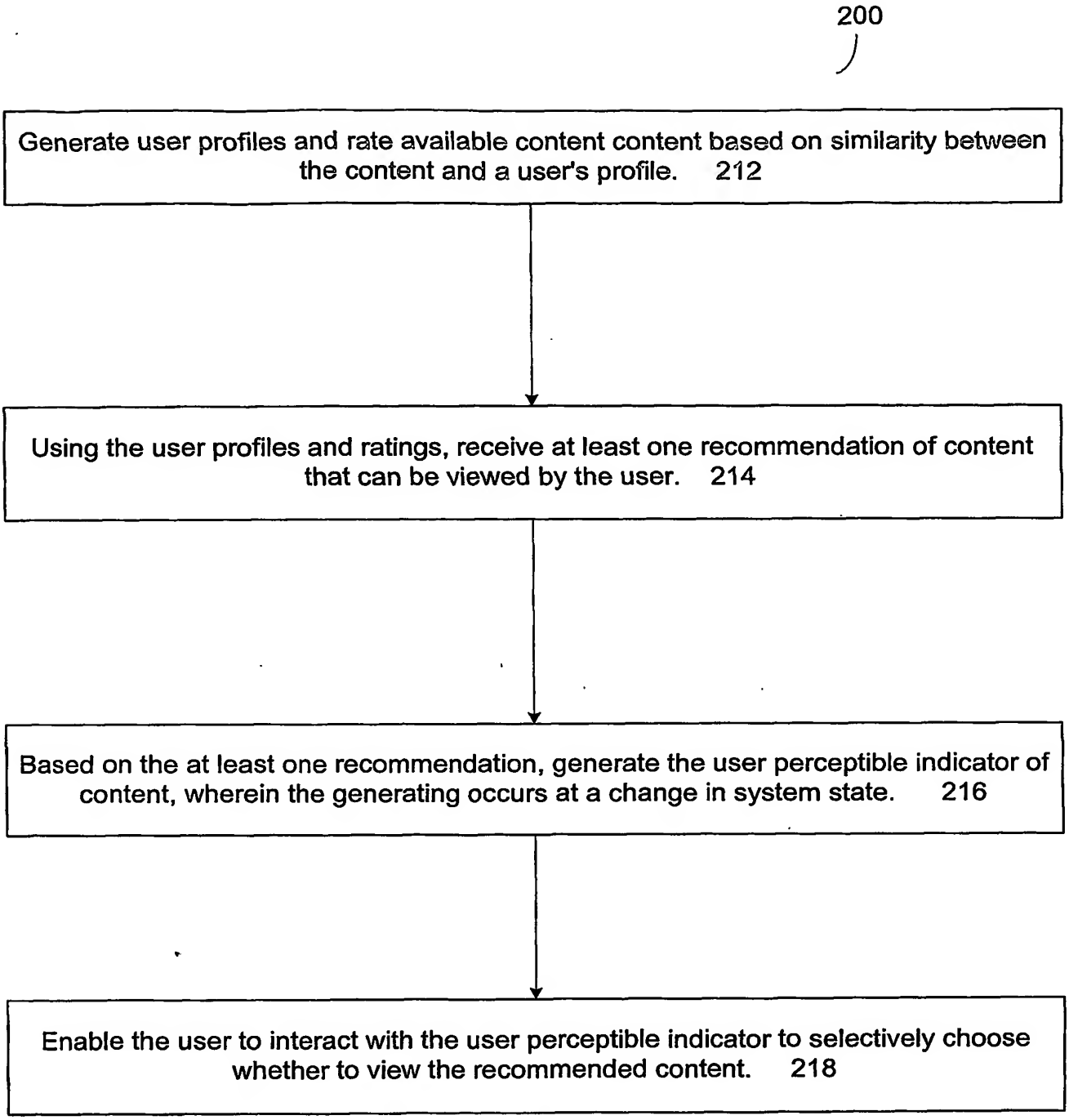
200
Generate user profiles and rate available content content based on similarity between the content and a user's profile. 212
Using the user profiles and ratings, receive at least one recommendation of content that can be viewed by the user. 214
Based on the at least one recommendation, generate the user perceptible indicator of content, wherein the generating occurs at a change in system state. 216
Enable the user to interact with the user perceptible indicator to selectively choose whether to view the recommended content. 218

FIG. 2

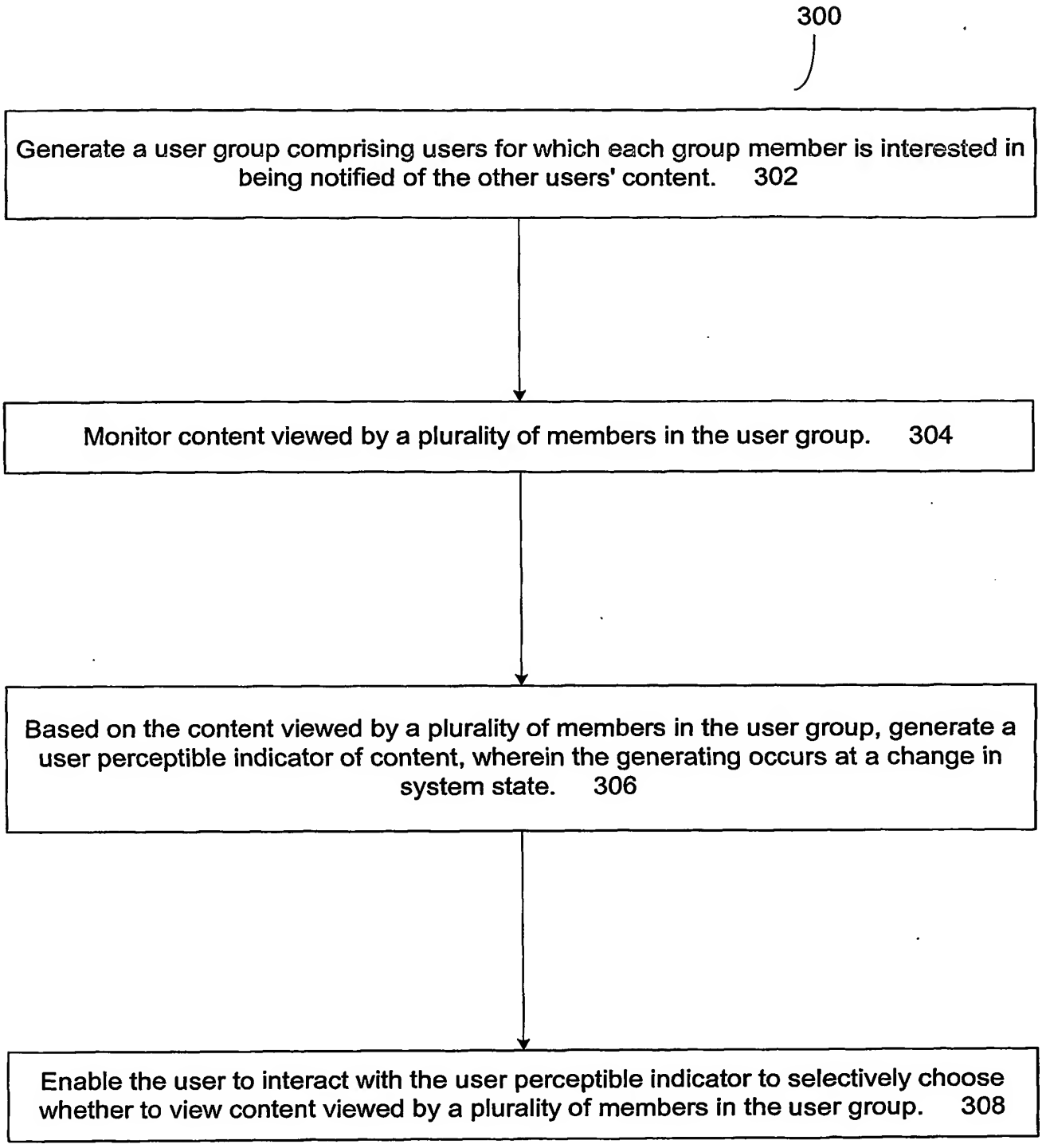
300
Generate a user group comprising users for which each group member is interested in being notified of the other users' content. 302
Monitor content viewed by a plurality of members in the user group. 304
Based on the content viewed by a plurality of members in the user group, generate a user perceptible indicator of content, wherein the generating occurs at a change in system state. 306
Enable the user to interact with the user perceptible indicator to selectively choose whether to view content viewed by a plurality of members in the user group. 308

FIG. 3

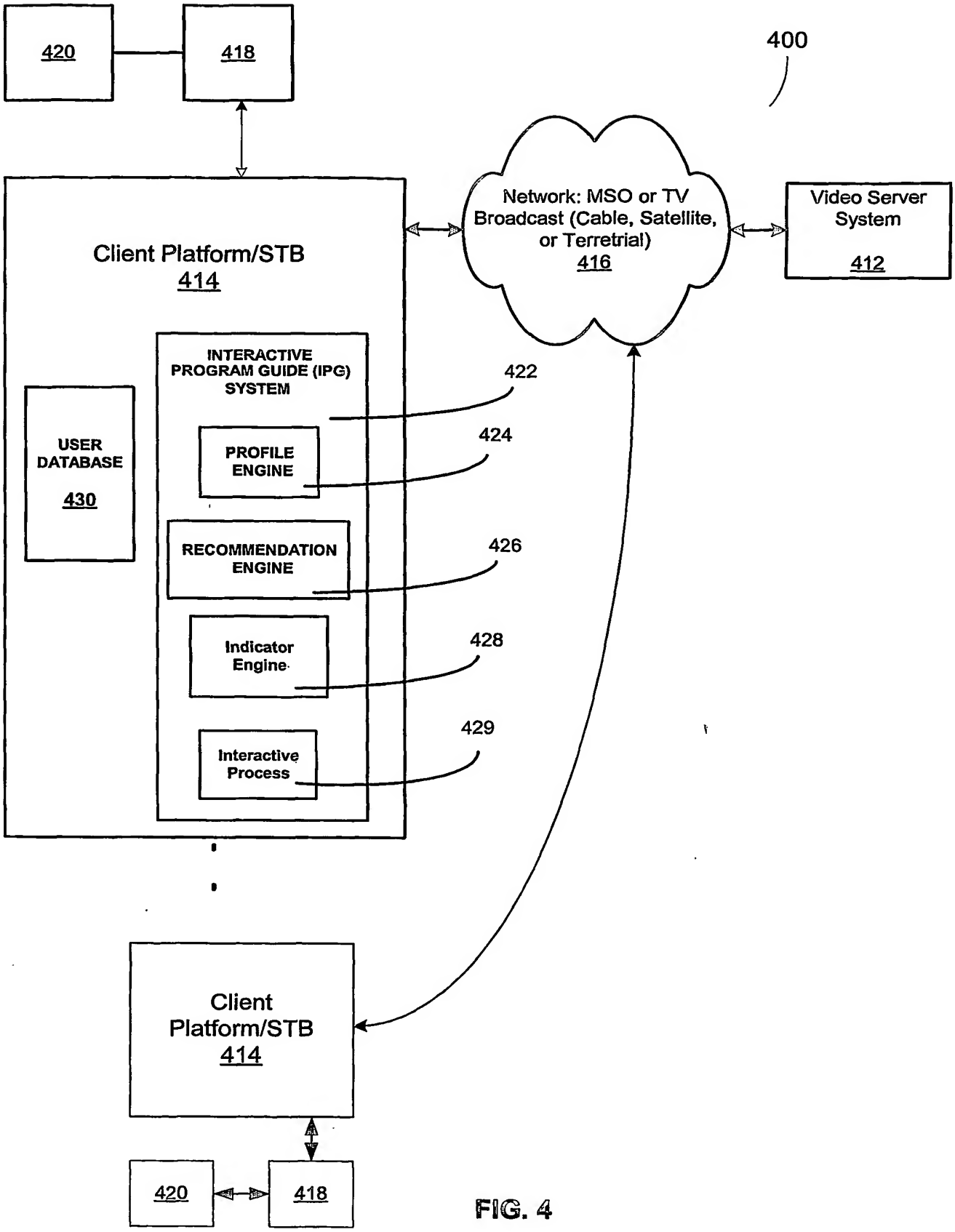
420
418
400
Network: MSO or TV Broadcast (Cable, Satellite, or Terretrial)
416
Video Server System
412
Client Platform/STB
414
INTERACTIVE PROGRAM GUIDE (IPG) SYSTEM
422
USER DATABASE
430
PROFILE ENGINE
424
RECOMMENDATION ENGINE
426
Indicator Engine
428
Interactive Process
429
Client Platform/STB
414
420
418

FIG. 4

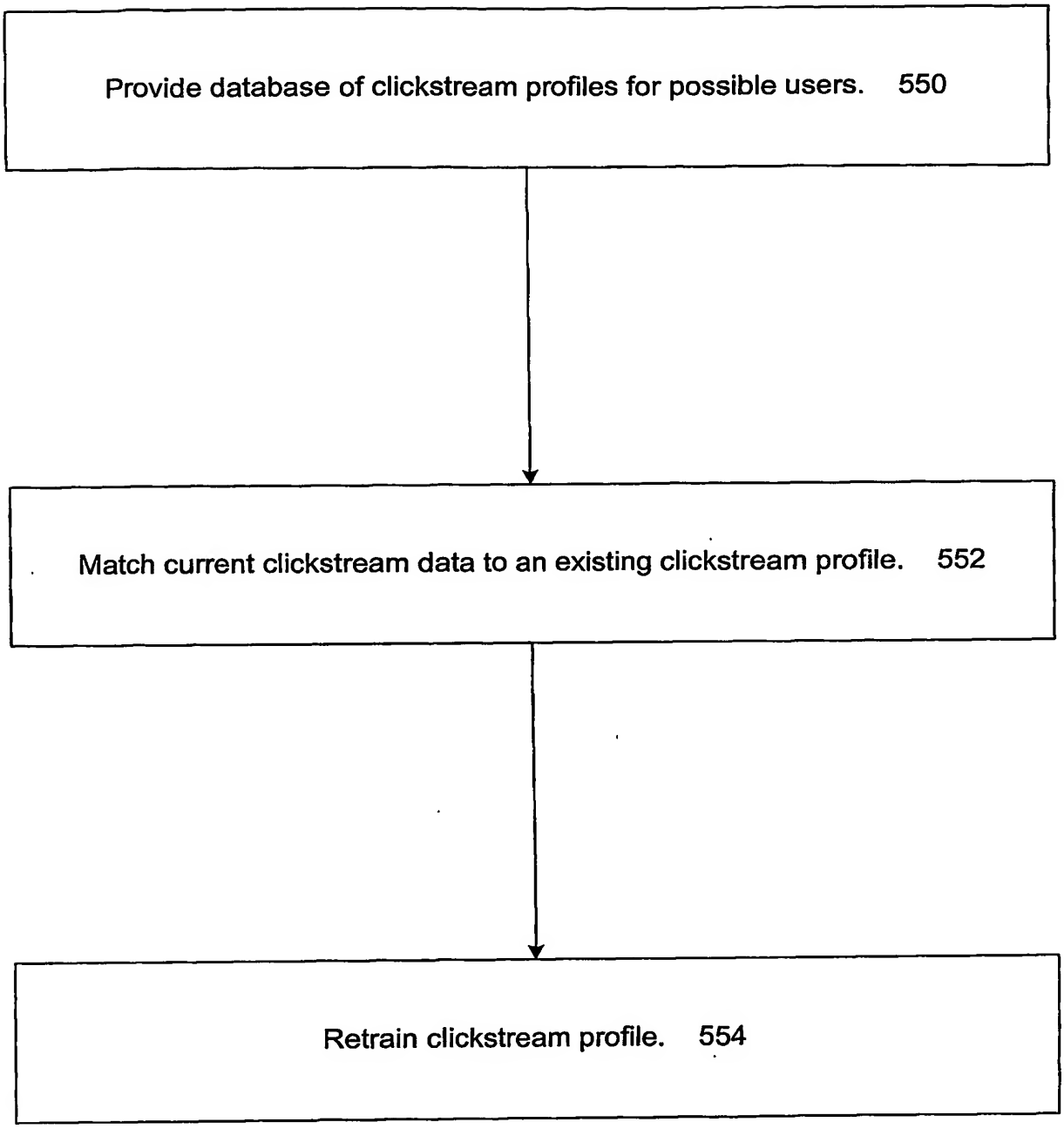
Provide database of clickstream profiles for possible users. 550
Match current clickstream data to an existing clickstream profile. 552
Retrain clickstream profile. 554

FIG. 5

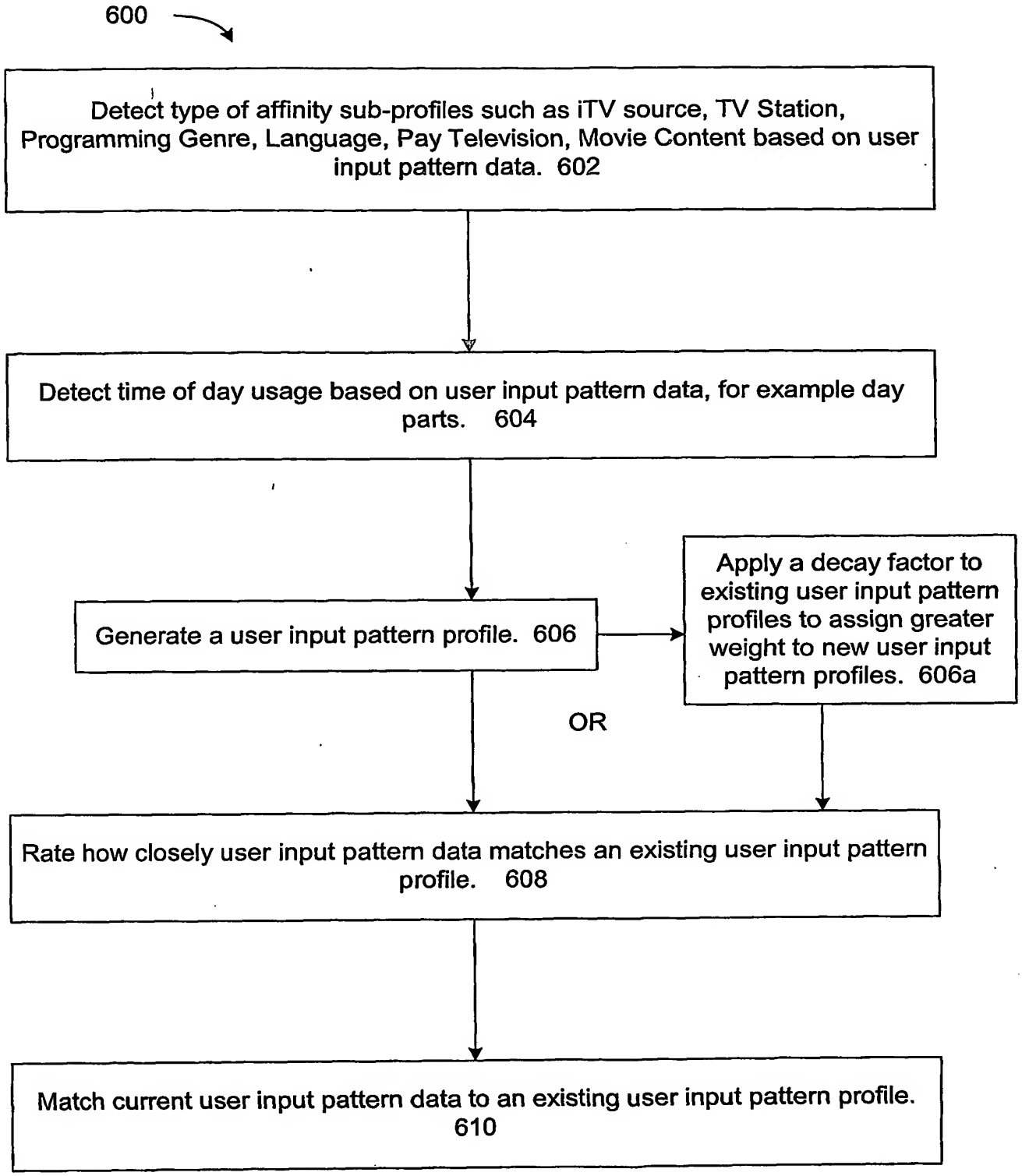
600
Detect type of affinity sub-profiles such as iTV source, TV Station, Programming Genre, Language, Pay Television, Movie Content based on user input pattern data. 602
Detect time of day usage based on user input pattern data, for example day parts. 604
Generate a user input pattern profile. 606
Apply a decay factor to existing user input pattern profiles to assign greater weight to new user input pattern profiles. 606a
OR
Rate how closely user input pattern data matches an existing user input pattern profile. 608
Match current user input pattern data to an existing user input pattern profile. 610

FIG. 6

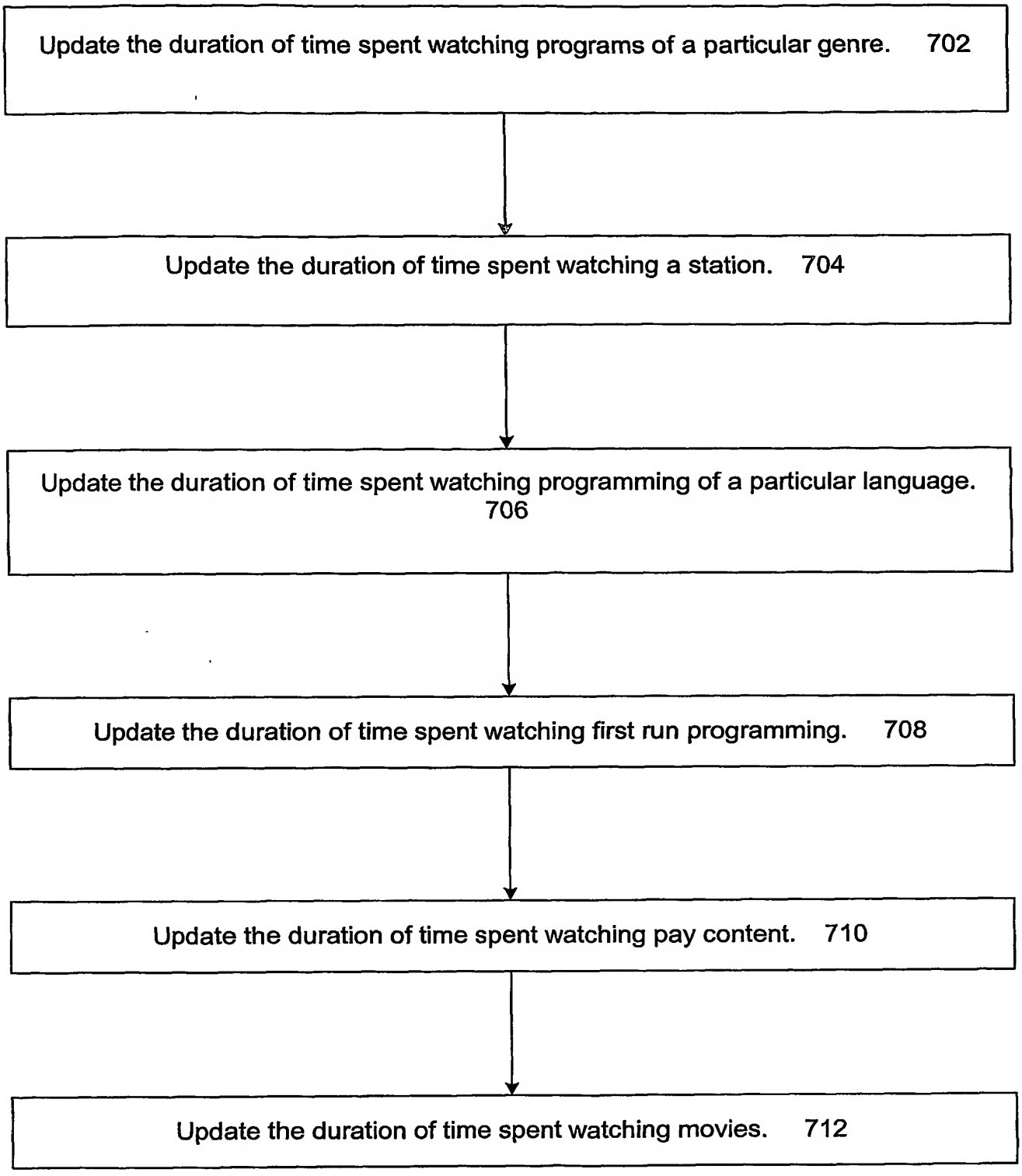
Update the duration of time spent watching programs of a particular genre. 702
Update the duration of time spent watching a station. 704
Update the duration of time spent watching programming of a particular language. 706
Update the duration of time spent watching first run programming. 708
Update the duration of time spent watching pay content. 710
Update the duration of time spent watching movies. 712

FIG. 7

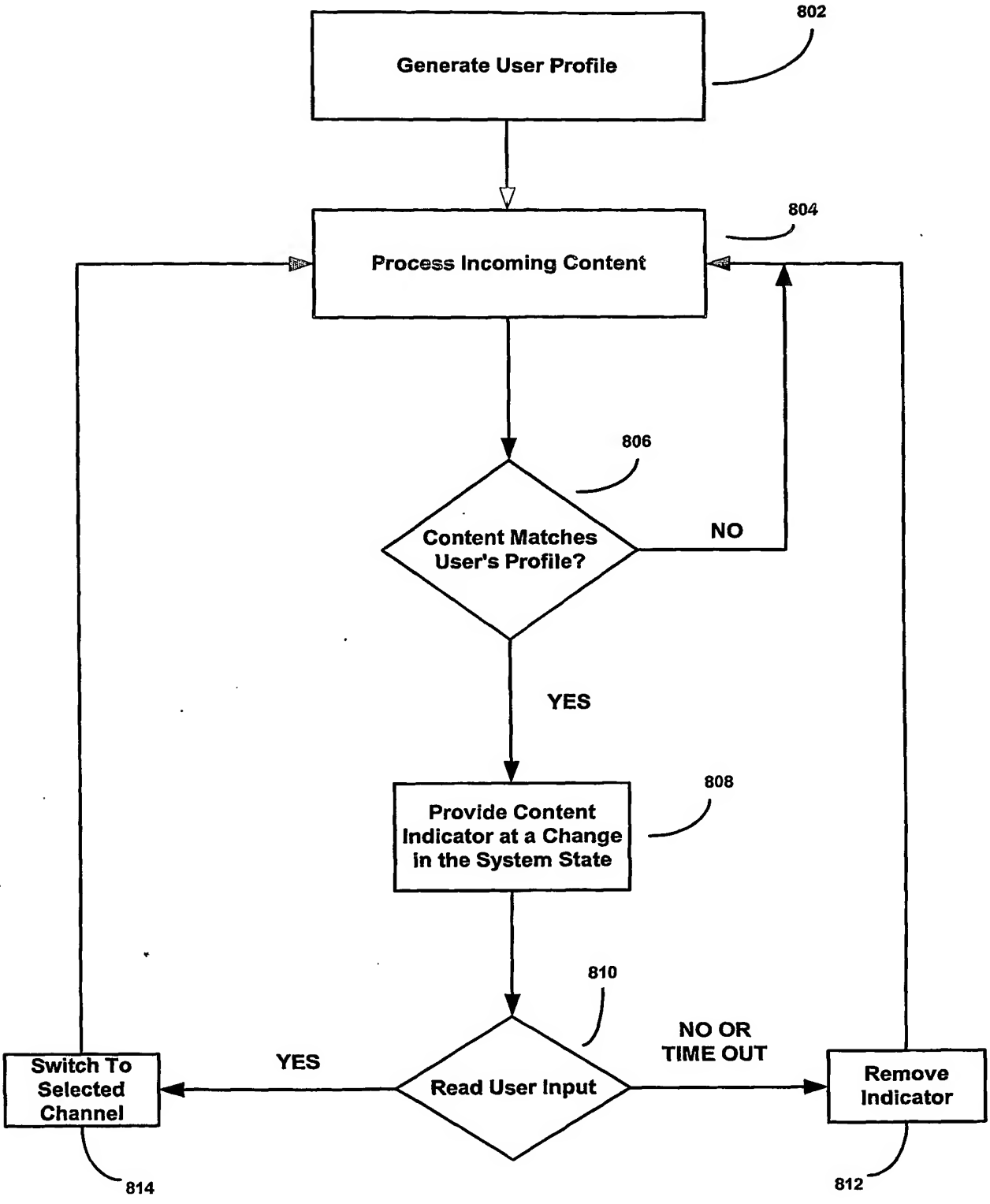
Generate User Profile
802
Process Incoming Content
804
806
Content Matches User's Profile?
NO
YES
Provide Content Indicator at a Change in the System State
808
810
Read User Input
YES
NO OR TIME OUT
Switch To Selected Channel
Remove Indicator
814
812

FIG. 8

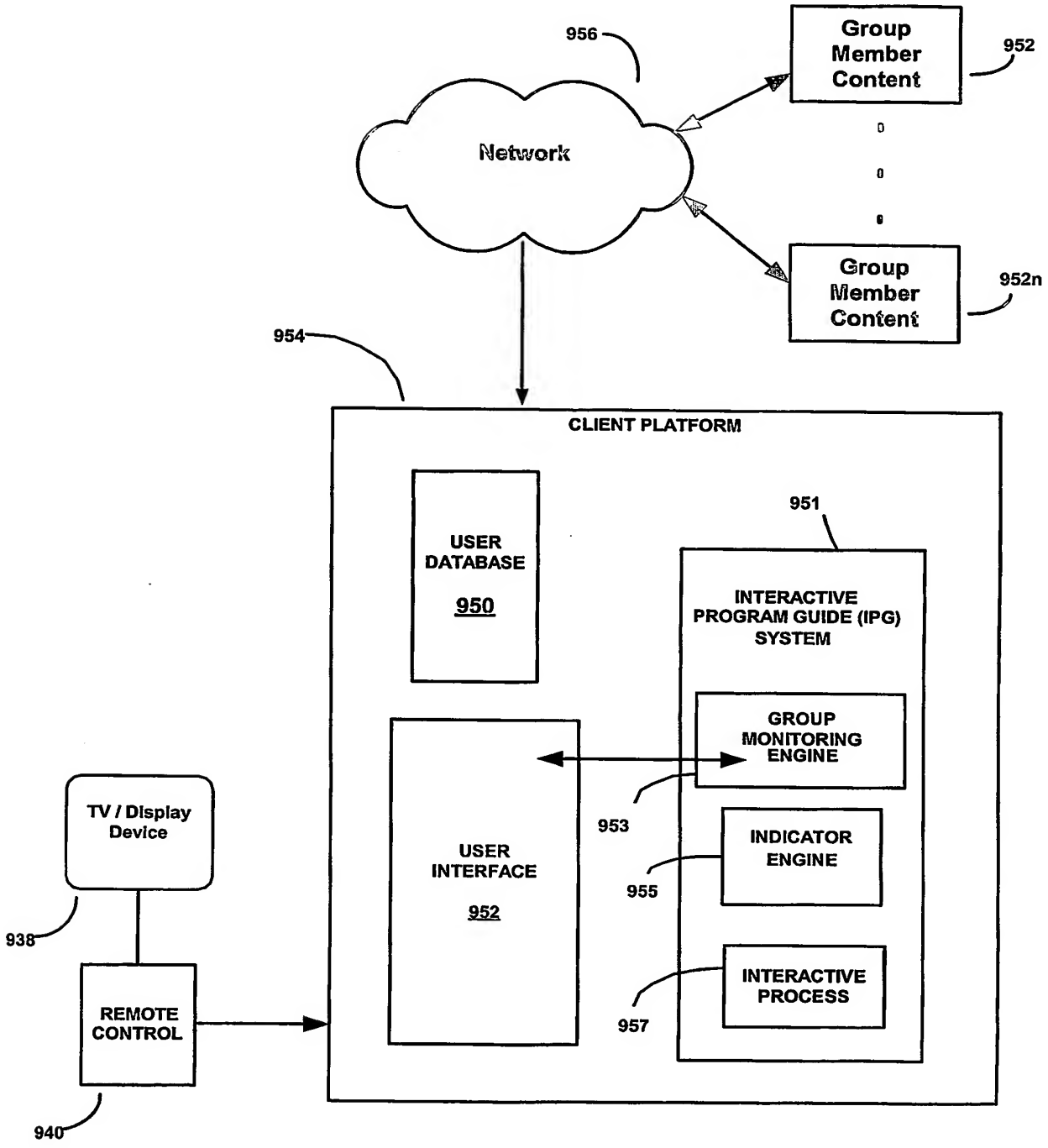
956
Group Member Content
952
Network
Group Member Content
952n
954
CLIENT PLATFORM
USER DATABASE
950
951
INTERACTIVE PROGRAM GUIDE (IPG) SYSTEM
GROUP MONITORING ENGINE
953
INDICATOR ENGINE
955
USER INTERFACE
952
INTERACTIVE PROCESS
957
TV / Display Device
938
REMOTE CONTROL
940

FIG. 9

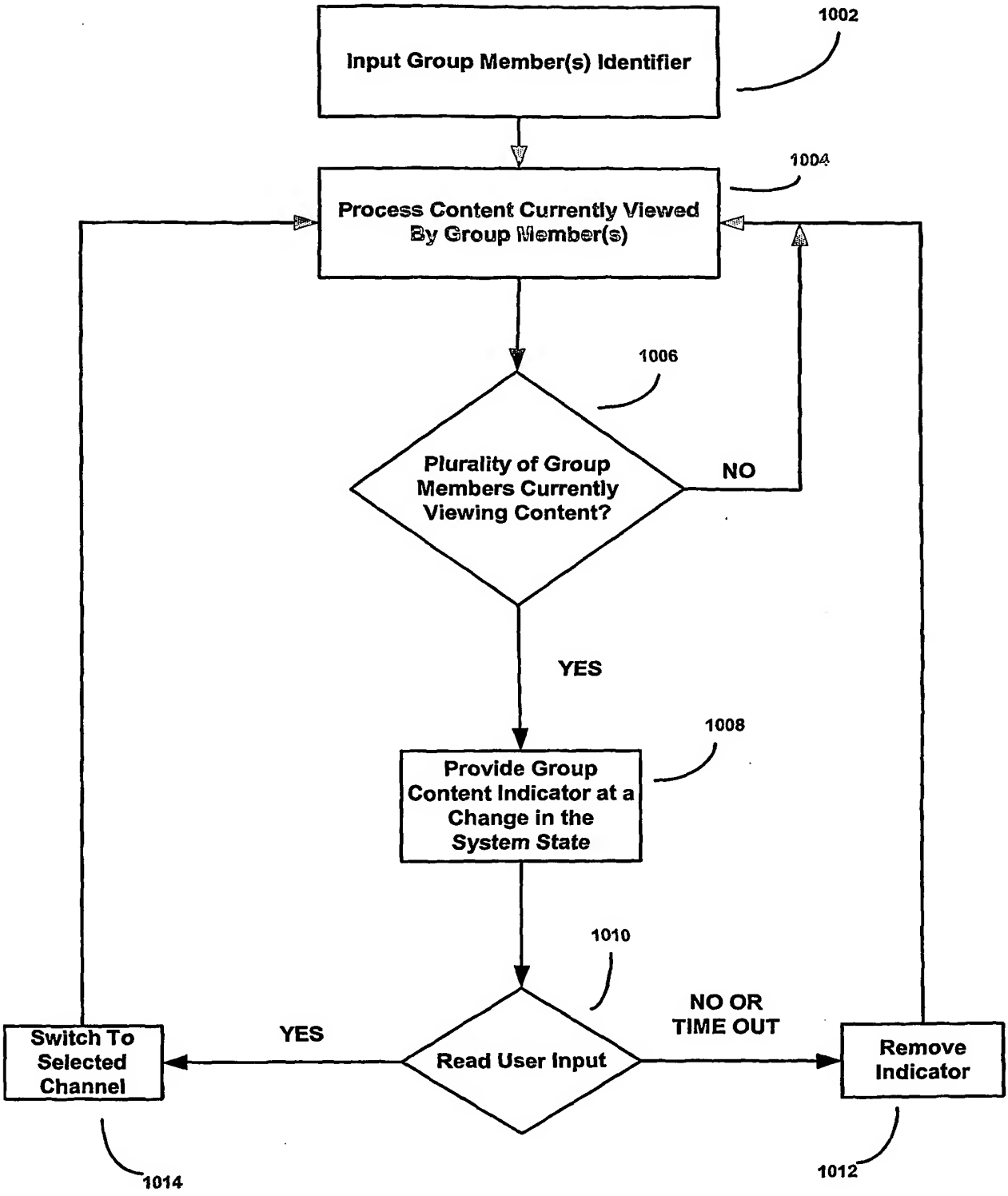
Input Group Member(s) Identifier
1002
Process Content Currently Viewed By Group Member(s)
1004
1006
Plurality of Group Members Currently Viewing Content?
NO
YES
Provide Group Content Indicator at a Change in the System State
1008
1010
Read User Input
YES
NO OR TIME OUT
Switch To Selected Channel
Remove Indicator
1014
1012

FIG. 10